

Global Market Size Certified Therapists

Completed June 30, 2021



Fidelman & Co.

—

TABLE OF CONTENTS

DISCOVERY

Goals 3**Findings** 3

GLOBAL MARKET SIZE CERTIFIED THERAPISTS

Key Takeaways 5**Introduction** 5**Trends in the Mental Health Therapy Market** 5**Research Strategy** 11

SOURCES

Sources 12

Discovery

Goals

To determine the global market size for certified therapists:

- The total global number of certified therapists.
- The total number of therapists that identify as Arabic.
- If data is limited on this topic, determine an alternative topic that would be useful to research.

Findings

Data Availability

- The initial round of research indicates that data availability surrounding the global market size for certified therapists is very limited in the public domain.
- Our initial research indicates that the data availability for the total number of Arabic therapists is low in the public domain. Hence, we have pivoted the research to look for other helpful information relevant to the project goals. This is reflected in our findings and in the scoping options below.

Global Market Size of Certified Therapists

- The global psychologists market size is expected to reach [\\$302.3 million](#) by 2022 with a 7.04% CAGR from 2016 to 2022.

Global Mental Disorder Treatment Market

- According to Coherent Market Insights, the global mental disorder treatment market is estimated to be valued at [\\$48.4 billion](#) in 2020, a CAGR of 6.6 % during the forecast period (2020-2027).

Global Behavioral Health Market

- A recent study by Precedence Research indicates the global behavioral health market size is projected to reach [\\$242 billion](#) by 2027, a 5.02% CAGR between 2020-2027.

Mental Health Apps Market

- In terms of revenue, the global mental health apps market is expected to reach [\\$3,918.40 million](#) by 2027 due to increasing levels of stress among societies due to substance addiction and less social interactions.

Telehealth Market

- The global telehealth market is expected to reach [\\$71.44 billion](#) by 2027 (up from \$21.2 billion in 2019) at a 16.4% growth rate over 2020-2027.

Mental Health Apps in the GCC Region

- In Lebanon, Egypt, and United Arab Emirates [health apps](#) like Sohati, Sympaticus, Sfearia, Shezlong, [VeeMed Inc.](#), and Altibbi are well-known for providing quality Arabic-language information on a range of mental illnesses.

Global Market Size Certified Therapists

Key Takeaways

- An APA survey suggests, of psychologists treating anxiety disorders, nearly [three-quarters](#) reported an increase in demand for treatment, while 60% of those treating depression saw an increase.
- Outside of insurance, patients who do not have money to pay encounter barriers when seeking care, as only [20%](#) of psychotherapists will accept insurance as payment.
- Mental health providers have rapidly scaled technology offerings and are seeing [50 to 175 times](#) the number of patients via telehealth than before the pandemic.
- U.S. consumer telehealth adoption grew to [46%](#) of consumers, replacing canceled healthcare visits.
- There has been a notable uptick in virtual visits [among groups](#) who have not embraced mental health care in the past, i.e. men, college students, people using Medicaid, and patients over the age of 65.

Introduction

An overview of the trends in the mental health therapy market indicates there is an increased need for 24/7 access for patients with mental health needs. Provider networks are essential, as these relationships create coherence and accountability among participants, especially in terms of communication protocols. The growing need to provide mental health services to underserved and lower income-based areas means mental health therapy companies must address how to provide cost-effective services to these areas while retaining qualified therapists. Global awareness about mental health has increased, as many healthcare organizations now see increased education, spending, and destigmatization of mental health issues.

Trends in the Mental Health Therapy Market

Trend #1: The importance of provider networks is increasing due to the lack of trained behavioral health clinicians/therapists and increased [communication gaps](#).

- With a limited pool of providers, mental health therapy companies are having to compete to attract providers to their network, as demand has increased for therapy, forcing companies to develop better communication protocols and strategies to attract network providers. A recent APA survey suggests, of psychologists treating anxiety disorders, nearly [three-](#)

[quarters](#) reported an increase in demand for treatment, while 60% of those treating depression saw an increase. Companies in the industry are addressing this challenge by limiting communication gaps through the creation of new standards for how and when communication is provided, and developing better standards for continuity of care. Mental health providers are working in tandem to provide better patient care, collaborate on and improve a patient's treatment, and maintaining stricter standards for patient communications.

- [Big Health](#), a mental health therapy platform, puts people at the center of their business model. The company is addressing [communication](#) challenges through its policy that allows for health-related information and resources to be made available to patients for informational purposes only. To enhance its focus on maintaining communication standards, the company chose Messagepoint to enhance and future-proof its customer communications strategy through the use of the Medicare Touchpoint Exchange, a purpose-built solution for the creation of government-required member materials.



[Source](#)

- [Lyra Health](#) is transforming mental health care by creating less friction with its member experience, providers, and employers. More than [75](#) leading companies have partnered to offer Lyra's mental health benefits to their employees. The company recently announced its [Lyra Breakthrough 2021](#)- a mental health conference. The one-day, virtual event brought together global human resources and benefits leaders to examine the vital needs for transformation in mental health benefits and care.

lyra Member Experience Our Approach Our Impact Resources Contact Us Request a Demo > Member Login

Return to Work with Mental Health in Mind

HOW TO SUPPORT EMPLOYEES THROUGHOUT THE TRANSITION

[Learn more](#)



[Source](#)

Trend #2: There is a deeper focus on ensuring quality [mental health care](#) reaches all populations in need, with greater emphasis on access and cost-effectiveness.



[Source](#)

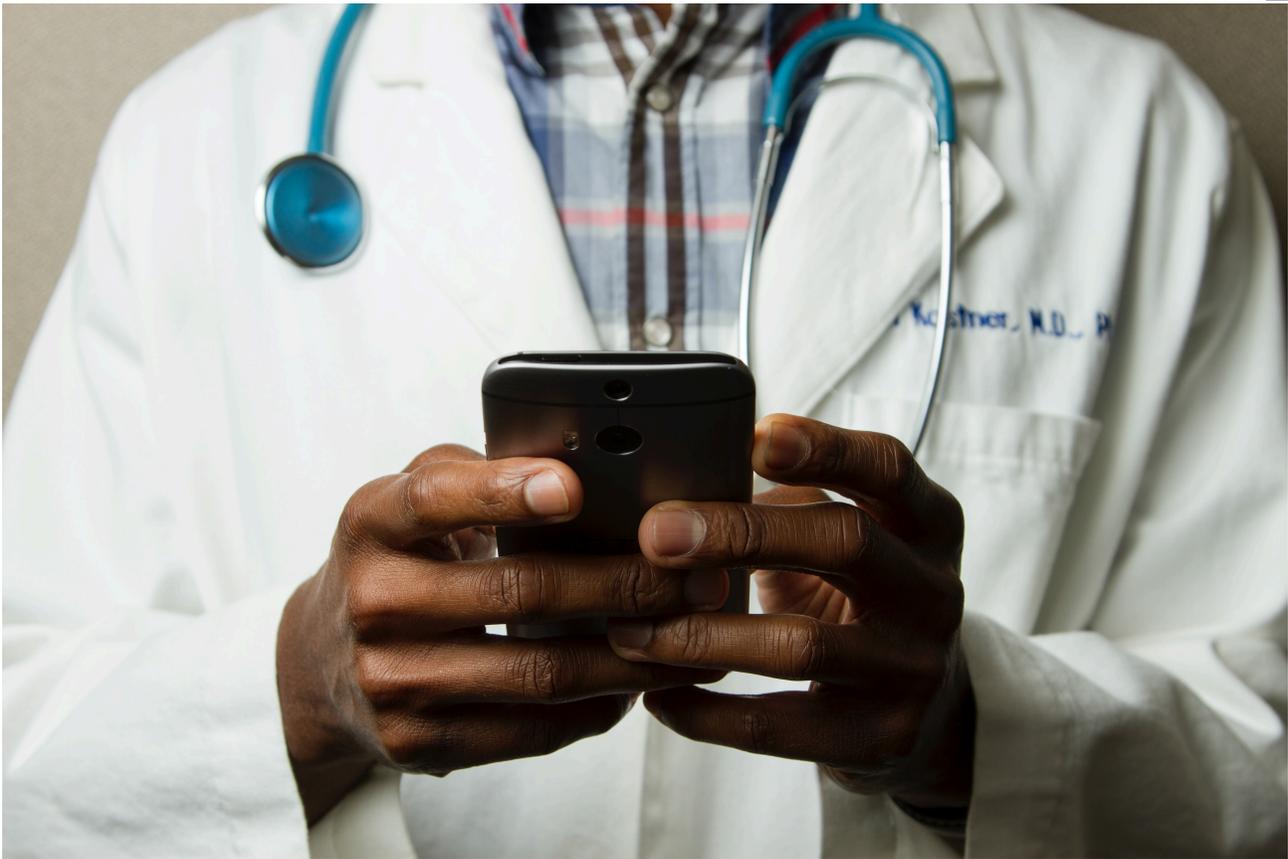
- Navigating the mental health care system is complicated, less affordable, and often inaccessible to many people. For in-network providers with insurance, billing can be incorrect and there may not be enough network providers. Outside of insurance, patients who do not have money to pay encounter barriers to seek care. Consequently, [75%](#) of primary care physicians accept insurance, but only 20% of psychotherapists will accept insurance as payment. Companies in this space are addressing this challenge by offering affordable solutions for those in lower-income brackets, and those who do not have or cannot afford

health insurance.

- [AbleTo](#), Inc., a leading provider of virtual mental health services announced an integrated suite of solutions for payers to address the growing mental health needs across their populations with three care models- Therapy 360, therapy+, and Digital+. Participants receive up to eight weeks of treatment with just the right blend of human and technical support according to the severity of need and personal preference.
- [Talkspace](#) is an online therapy startup that offers affordable and confidential therapy from a network of professional and licensed therapists, especially in underserved markets. The company offers [flexible plans](#) to meet the needs of patients, with 24/7 access, eliminating commute times and scheduling hassles. Patients have an option to seamlessly switch therapists at no extra cost.

Trend #3: The relationships between mental health therapists/providers and patients are the key driver of care, while [technology](#) complements the human connection.

- While technology is driving positive change in mental health care, participants must remember the value of the human connection. Clinical interventions depend on real people delivering care, and the voices of both patients and providers should guide the approach to care delivery, including through technology (telehealth or virtual therapy). Interestingly, the Covid-19 pandemic caused massive growth in the telehealth industry. U.S. consumer adoption grew to [46%](#), replacing canceled healthcare visits. According to McKinsey, companies in the Telehealth/Telemed industry are implementing eHealth solutions that are easy to use for both patients and providers and caters to individual needs. Mental health providers have rapidly scaled technology offerings and are seeing [50 to 175 times](#) the number of patients via telehealth than before the pandemic.



Source

- [Trillium Family Services](#) offers mental health care as part of overall health and well-being through interactions between patients and certified therapists. The launch of its telehealth pilot integrates a link to rural low-income children discharged from secure inpatient psychiatric settings to outpatient psychiatric care. Trillium serves about 80 children annually and is offered to as many as 300 children in rural school settings through a variety of home- and community-based settings.

Trend #4: [Across the world](#), mental health care organizations see increased awareness, education, spending, and destigmatization of mental health issues.

- Mental health challenges have exacerbated due to the COVID-19 crisis. A survey by the Kaiser Family Foundation reports that [45%](#) of Americans feel that the COVID-19 crisis has harmed their mental health. Companies in the industry, as well as and government agencies, are now increasing mental health resources and changing attitudes about mental health. For companies, recognizing the costs associated with not addressing employee mental health issues means adopting policies to help employees seek mental health when needed. The growing emphasis placed on controlling an organization's self-insured healthcare costs encourages investments in mental health interventions.
- [AT&T](#) rolled out its annual Stamp Out Stigma campaign in 2018 to encourage employees to pledge to reduce stigma around mental health and substance misuse. The company used its social media presence and other corporate communication channels to capture the pledges

and amplify the campaign message. More than 11,000 employees pledged to give donations to a mental health non-profit.



[Source](#)

- [Humana](#), the health insurance titan, pledged to change mental health awareness and improve the health of every community it serves by 20% by the year 2020. The primary measure of this goal was unhealthy days per month – a metric developed by the CDC that includes the total of physically and mentally unhealthy days over 30 days. According to Humana, employees decreased their average unhealthy days per month to 4.9 by 2018.

Trend #5: Teletherapy providers have seen record growth, as the need for mental health support appears to be growing as patients confront abnormal amounts of stress due to social crises.

- Growth in mental health services across the board has increased, with a notable uptick in virtual visits [among groups](#) who have not embraced mental health care in the past, i.e. men, college students, people using Medicaid, and patients over the age of 65. In October 2020, telehealth provider, [Doctor On Demand](#) reported new patients seeking teletherapy rose over 50% during six weeks. Interestingly, 62% of consumers would prefer a virtual visit for their regular mental health visits, even after the pandemic. Therapists have seen growing comfort levels with virtual therapy, especially among older adults who are often living alone, and popularity among Gen Z patients. As a result, companies are now addressing collegiate patient needs by offering telehealth services directly to colleges and universities.
- [TimelyMD](#) currently has 50 partnerships with colleges and universities across the U.S., including Emory University, Duke University, Abilene Christian University, and Claremont College. The app offers two teletherapy applications that are accessible to students through phone or video conferencing. One option, Talk Now, provides on-demand, 24-7 access to a therapist. The other option offers recurring counseling appointments scheduled with the

same therapist.

- [Ginger](#) offers text-based mental health coaching, teletherapy, and psychiatry to patients via its mobile app and web-based platform. Consequently, utilization rates rose to the highest levels ever- Ginger's text-based mental health coaching rose by 159%, and virtual therapy and psychiatry were up 302% compared to before the pandemic.

Research Strategy

For this research on trends in the mental health therapy market, we leveraged the most reputable sources of information available in the public domain, including company websites, PRNewswire, Crunchbase, McKinsey, NCIS, and publications related to the mental health industry. For each mental health company, we have given supporting facts that relate to the trends and what companies are doing to address the trends in the industry.

Sources

1) Mental Health Professionals are in High Demand as the Pandemic Enters a Second Year

<https://www.cnn.com/2021/04/02/mental-health-professionals-are-in-high-demand-as-the-pandemic-enters-a-second-year.html>

2) Access To Mental Health: Startups Tackle Sector's Complexities As Investors Go All-in

<https://news.crunchbase.com/news/access-to-mental-health-startups-tackle-sectors-complexities-as-investors-go-all-in/>

3) Public Health and Risk Communication During COVID-19—Enhancing Psychological Needs to Promote Sustainable Behavior Change

<https://www.frontiersin.org/articles/10.3389/fpubh.2020.573397/full>

4) AbleTo Launches Full Suite of Mental Health Solutions to Address the Great and Growing Demand for Care

<https://www.prnewswire.com/news-releases/ableto-launches-full-suite-of-mental-health-solutions-to-address-the-great-and-growing-demand-for-care-301081081.html>

5) Talkspace (USA) - Video

<https://www.medicalstartups.org/startup/talkspace/>

6) Big Health | Helping Millions Back to Good Mental Health

<https://www.bighealth.com/>

7) Privacy Practices

<https://brighthouse.com/privacy-practices>

8) Lyra Health (USA) - Video

<https://www.medicalstartups.org/startup/lyrahealth/>

9) About - Lyra Health

<https://www.lyrahealth.com/about/>

10) Lyra Health Announces Breakthrough 2021 Virtual Conference for Workplace Mental Health

<https://www.lyrahealth.com/blog/breakthrough-2021/>

11) Talkspace - #1 Rated Online Therapy, 1 Million+ Users

<https://www.talkspace.com/#how>

12) Telehealth: A Quarter-Trillion-Dollar Post-COVID-19 Reality?

<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality#>

13) Improving Telehealth with a Human-Centered Design Approach

<https://www.theravive.com/today/post/improving-telehealth-with-a-human-centered-design-approach-0004619.aspx>

14) Trillium Family Services To Pilot Rural Telehealth Program For Children Discharged From Secure Inpatient Psychiatric Settings | Trillium Family Services

<https://trilliumfamily.org/trillium-news/trillium-family-services-to-pilot-rural-telehealth-program-for-children-discharged-from-secure-inpatient-psychiatric-settings/>

15) The Future of the Mental Health Industry | Adracare

<https://www.adracare.com/blog/mental-health-trends>

16) 6 Mental Health and Teletherapy Predictions and Trends to Watch in 2021

<https://hitconsultant.net/2020/12/30/mental-health-teletherapy-predictions-trends-2021/>

17) Increasing Access to Health Care Through Telehealth

<https://www.ncsl.org/research/health/increasing-access-to-health-care-through-telehealth.aspx>

18) 5 Organizations Advocating for Mental Health | EVERFI

<https://everfi.com/blog/community-engagement/advocating-for-mental-health/>

19) Demand for Virtual Mental Health Care is Soaring. Here are Key Trends on Who is Using it and Why

<https://www.fiercehealthcare.com/tech/demand-for-virtual-mental-health-soaring-here-are-notable-trends-who-using-it-and-why>

20) Teletherapy platforms extend reach of college counseling centers

<https://www.insidehighered.com/news/2020/10/01/teletherapy-platforms-extend-reach-college-counseling-centers>